

CREATIVE RESTAURANT MARKETING IDEAS



REACH NEW CUSTOMERS



With 387 million Instagram posts tagged #food, social media is where consumers go to see, share and comment on what the world is eating — which presents a huge opportunity for you to reach new customers.

MARKET TO YOUR CONSUMER



Meet your customers where they are and give them what they want - your delicious restaurant quality foods off-premise. Starbucks does a great job with this; the Starbucks App is directly responsible for an impressive 22% of the company's overall sales? To increase sales connect with consumers where they are and in the connected age, that's through their smartphones, social media and online.

GET ONLINE REVIEWS



Ask for reviews — from loyal customers, your email list, and those who order online. When people talk about you online, that signals Google and other search engines you're a business that they should pay attention to — which leads to higher rankings and more traffic. Include a card with their bill asking them to review their experience on Google or send them a text link if they pay online or via mobile.



GRAB THEIR ATTENTION ONLINE

Make your website stand out to visitors. According to Facebook's 2019 Restaurant Trends and Insights Reports, "90% of guests research a restaurant online before dining — more than for any other business type. And 57% of those guests viewed a restaurant website before selecting where to dine." The report also stated that, "86% of millennials will try a new restaurant after seeing food-related content online."

SUBSCRIPTION SERVICES



Let customers sign-up for a recurring order based on their individual preferences. It could be something as simple as one dinner a week, or as involved as three meals a day. Provide them with each day's or week's prepared offerings and let them choose which meals they would like for that time period.

DINING BONDS



Allow customers to purchase gift cards now to be redeemed at a specified later date for a higher value. Not unlike old wartime tactics, issuing these gift cards to help keep your business operating now and your customers coming back later. Get started at www.diningbond.com.

More marketing ideas can be found in our [How to Market Your Restaurant During Recovery Guide](#)

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We care about your business and we are here to help.

